

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /035 W

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R 010248Z MAR 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7278

UNCLAS TOKYO 2988

FOR COMMERCE:

E.O. 11652: N/A

TAGS: OGEN, JA

SUBJECT: JAPANESE MAGAZINE REQUEST FOR BICENTENNIAL MESSAGE FROM
COMMERCE SECY RICHARDSON

1. "ZAIKA" (BUSINESS WORLD) MAGAZINE, JAPANESE MONTHLY WITH 100,000 CIRCULATION, HAS REQUESTED EMBASSY ASSISTANCE IN OBTAINING BRIEF BICENTENNIAL MESSAGE FROM COMMERCE SECY RICHARDSON FOR USE IN JULY SPECIAL ISSUE ON U.S. IF SECY AGREEABLE, MAGAZINE WORLD APPRECIATE MESSAGE MENTIONING IN ADDITIONAL TO BICENTENNIAL, THE ROLE OF THE BUSINESS COMMUNITIES OF THE TWO NATIONS IN STRENGTHENING MUTAL UNDERSTANDING AND COOPERATION. NO RPT. NO REFERENCE NEED BE MADE TO "ZAIKAI" MAGAZINE OR TO THE SPECIAL ISSUE. ALTHOUGH IT WOULD PREFERE SOME MENTION OF JAPAN, MAGAZINE WILL ACCEPTE GENERAL PURPOSE BICENTENNIALSTATEMENT FROMSECY IF THIS IS COMMERCE POLICY IN RESPONDING TO SUCH REQUESTS.

2. ACTION RECOMMENDED: EMBASSY RECOMMENDS THAT COMMERCE PROVIDED SECY STATEMENT AS REQUESTED BY "ZAIKAI" WHICH IS POPULAR AND RESPONSIBLE MAGAZINE WITH 25-YEAR HISTORY. IT HAS PREVIOUSLY PUBLISHED

WELL-RECEIVED SPECIAL ISSUES ON CANADA AND BRAZIL WHICH HAVE INCLUDED SIMILAR MESSAGES FROM LEADING PUBLIC OFFICALS OF THOSE COUNTRIES. ACCORDING TO EDITOR, SPECIAL ISSUE WILL INCLUDED 20-PAGE COLOR PICTURE SPREAD AND FEATURE ARTICLES COMPARING AND CONTRASTING U.S. AND JAPANESE MANAGEMENT STYLES. EMBASSY WOULD APPRECIATE RESPONSE IN TIME FOR MAGAZINE'S MAR. 20 COPY DEADLINE, AND IF AGREEABLE, WILL PROVIDE COPY
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OF USTC FILE PHOTO OF SECY FOR PUBLICATION WITH MESSAGE.

HODGSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TOKYO02988
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t197603106/aaaadpyh.tel
Line Count: 62
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 27 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 MAY 2004 by fisherem>; APPROVED <20 DEC 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: JAPANESE MAGAZINE REQUEST FOR BICENTENNIAL MESSAGE FROM COMMERCE SECY RICHARDSON
TAGS: OGEN, JA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006